



KSHB-TV

# ORDER

Flight Dates **10/31/12-11/05/12**

Contract / Revision      **316283 /**  
Original Date / Revision  
                          10/31/12    10/31/12  
Advertiser **Nixon / Democrat / Govern**

Product  
**Governor**  
Agency Com    15%  
Billing Contact  
**1600 Locust Street**  
**Philadelphia, PA 19103**

Agency    **Campaign Group**  
Buying Contact

**1600 Locust Street**  
**Philadelphia, PA 19103**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:15:00  
Estimate #           **10.31-11.5 Add**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           CAND  
Product Codes    PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	30	\$14,535.00	\$17,100.00	0.00	10/29/12	11/05/12	30	\$14,535.00	\$17,100.00
<b>Totals</b>	<b>30</b>	<b>\$14,535.00</b>	<b>\$17,100.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	10/31/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M-WTF--	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-WTF--		1			\$150.00		0.00			
2	KSHB	10/31/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	--WTF--	:30	1	\$800.00	P-1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--		1			\$800.00		0.00			
3	KSHB	10/31/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-WTF--	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--WTF--		1			\$1,100.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KSHB	10/31/12	11/05/12	Today Show II Today Show II	CM	9-10a	M-WTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	2		\$300.00	0.00							
5	KSHB	10/31/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-WTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	3		\$100.00	0.00							
6	KSHB	10/31/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	M-WTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	1		\$250.00	0.00							
7	KSHB	10/31/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	M-WTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	1		\$350.00	0.00							
8	KSHB	10/31/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M-WTF--	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	1		\$550.00	0.00							
9	KSHB	10/31/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	M-WTF--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	1		\$100.00	0.00							
10	KSHB	10/31/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M-WTF--	1:00	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	3		\$300.00	0.00							
E 11	KSHB	10/31/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M-WTF--	1:00	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	2		\$1,000.00	0.00							
E 12	KSHB	10/31/12	11/05/12	Today Show Today Show	CM	7-9a	M-WTF--	1:00	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	1		\$1,500.00	0.00							
13	KSHB	10/31/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-WTF--	1:00	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	3		\$350.00	0.00							
14	KSHB	10/31/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	1:00	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	3		\$300.00	0.00							
15	KSHB	10/31/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	M-WTF--	1:00	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/30/12	11/05/12	M-WTF--	1		\$200.00	0.00							
E 16	KSHB	10/31/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-WTF--	1:00	1	\$200.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							

Totals	30	\$17,100.00
--------	----	-------------